

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, _____, McLaughlin & Associates, _____,
being/on behalf of: _____ Connie mack, _____, a legally
qualified candidate of the _____ Republican _____ political
party for the office of: _____ U.S. Senate _____
in the _____ General _____
election to be held on: _____ Nov 6, 2012 _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

ORDER ATTACHED

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Connie Mack

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Craig Engle, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8.22.12

Marianne Campbell

Date

Signature

M Campbell

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Friends of Connie mack

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Marianne Campbell

signature of candidate or authorized committee

Marianne Campbell for Friends of Connie Mack

4-10-12

printed name

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



WFTS

ORDER

Print Date 09/24/12 Page 1 of 2

Flight Dates 09/25/12-09/30/12

		Product		
<u>Contract / Revision</u>	312137 /	Friends of Connie Mack		
<u>Original Date / Revision</u>	09/24/12 09/24/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Mack / Republican / US Sena	566 South Route 303 Blauvelt, NY 10913	<u>Order Type</u>	GENERAL
<u>Agency</u>	McLaughlin & Associates		<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>		<u>Sales Office</u> EWSDC	<u>Billing Calendar</u>	BROADCAST
919 Prince Street Alexandria, VA 22314		<u>Sales Region</u> NAT	<u>Demographic</u>	A25-54
		<u>Agency Ref</u>	<u>Rev Codes</u>	POL POL CAND
			<u>Product Codes</u>	PL
			<u>Priority</u>	P-2
			<u>Advertiser Ref</u>	

Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Competing Station	Order Share %	Market Value %	Amount
CABLE	%		
UNKWN	100%		
WBHS	%		
WBSV	%		
WCLF	%		
WEDU	%		
WFLA	%		
WMOR	%		
WTOG	%		
WTSP	%		
WTTA	%		
WTVT	%		
WUSF	%		
WVEA	%		
WWSB	%		
WXPX	%		

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	2	\$1,955.00	\$2,300.00	0.00	08/27/12	09/27/12	2	\$1,955.00	\$2,300.00
Totals	2	\$1,955.00	\$2,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
N 1	WFTS	09/25/12	09/30/12	M-F 12-1p ABC Action News	CM	1158a-1p	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/24/12	09/30/12	-1-----		1				\$700.00		0.00			
N 2	WFTS	09/25/12	09/30/12	M-F 6-630p ABC Action News	CM	558-630p	---1---	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00



WFTS

Print Date: 09/24/12

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Contract / Revision 312137 Flight Dates 09/25/12-09/30/12Hiatus DatesOriginal Date / Revision 09/24/12/ 09/24/12Order Sep 00:20:00Advertiser Mack / Republican / US Ser Product Friends of Connie Mack Estimate # 499

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WFTS	09/25/12	09/30/12	M-F 6-630p ABC Action News	CM	558-630p	---1---	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 09/24/12	09/30/12	---1---		1	\$1,600.00		0.00								
														Totals	2 \$2,300.00